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# USDA Inside USDA Information

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## CATCH-UP TIME...

There's lots of news this week...mostly catching up on people. But we've also included some of the latest about regional USDA information shops...paper problems that continue to plague us...some recruitment items...and so forth.

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Maybe it's old hat to say, "here's good news and bad news"...but that's what we've got...and what we're saying anyhow.

## MORE ON PAPER...

The good news is that the West Coast paper mills, closed for an extended period because of strikes, are getting back into operation.

The bad news? Labor contracts with paper mills in the Midwest, East and South will expire soon and are being negotiated now. Then...many GPO long-term printing contracts will be rewritten this spring. They will come in at higher figures. Further, contracts probably will include a "price adjustment" factor to let contracted printing costs increase in relation to increased paper costs.

Claude Gifford, GPA, tells us he knows of one sizable order, not in USDA, for forms that couldn't find a home on a long-term GPO contract. When it was placed on bids for 2 weeks, it didn't pick up a single bid.

## ...AND WHAT TO DO

What to do? Anticipate your paper and printing needs. Get your printing jobs out as early as you can. Expect that it will take a longer time to complete the jobs. Expect to pay more (one recent job through GPO came in 87 percent higher than last July for identical printing.). Fulfill your end of the contract by returning proofs on time, for instance. Eliminate area bidding or widen the area to get more competition.

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## REGIONAL OPTIONS BEING DISCUSSED

Early this week, Stan Prochaska, Agricultural Marketing Service (AMS), gave seven options on regional USDA information plans...developed by his task force...to agency information directors here. Directors in turn were urged to send copies to regional shops if they have them.

The task force intends the options as working papers...something everyone can shoot at and sharpen up as part of the planning for the new offices. NOTHING is in concrete at this point.

Options include: A. Consolidate all agency information activities in regions into five GPA regional headquarters; B. Consolidate representative agency information activities into five GPA regional headquarters; C. Consolidate all agency information activities in five metropolitan areas; D. Transfer AMS-administered multi-agency regional information offices to GPA with some mandated participation; E. Transfer AMS-administered multi-agency regional information offices to GPA with invited participation; F. Colocate agency information staff persons with GPA regional information directors; G. Colocate GPA regional information director with AMS-administered multi-agency regional information offices.

Listing of options, as above, leaves many questions unanswered. So...if you're an agency regional information officer and don't get a set of the options with explanations, write Stan or "Inside..." and you'll get a set pronto.

The option papers explain more thoroughly what is meant, for instance, by "colocate" and "consolidate." Also, the papers have function statements for each option, plus the advantages and disadvantages to each approach.

Task force members say their final recommendation may be a combination of any of the present options. In fact, the task force hopes someone will suggest additional options it hasn't thought of yet.

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#### JIM-BOB PREFERENCES

With the recent swearing-in of Deputy Secretary Jim Williams came the announcement that he prefers to be referred to in press releases and other official USDA references as Jim Williams. This came on the heels of an announcement to all persons who broadcast Secretary Bergland (who likes to be called Bob) that his name is pronounced Berg-land, not Berg-lund, which is the way it comes out when most of us pronounce it.

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#### MARTHA TO CHICAGO

Martha Cashion, Food and Nutrition Service (FNS), will move to Chicago soon to become the FNS regional information chief. She'll be on board there by the end of the month and you can contact her there at (312) 353-1045.

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#### NOTES FROM OUT THERE...

Jim Whorton and staff, Science and Education Administration (SEA) information folks in the Western Regional Office of Agricultural Research, moved on Mar. 5 to Oakland, Calif. New telephone number is (415) 273-6052.

A note from Lovell Glasscock, Soil Conservation Service (SCS), who recently moved from SEA in Peoria to Ft. Worth, asks to continue receiving "Inside..." We're glad to oblige. Lovell now edits soil surveys at the SCS South Technical Service Center as a part of the Soils Correlation Staff.

In Federal Grain Inspection Service (FGIS), Connie Crunkleton's shop out of Atlanta will provide information support for FGIS



operations in Louisiana from now on...has been handled out of Dallas by Harold Bryson's crew.

Meanwhile, Harold's shop is working up a fact sheet to answer the question: "What can an official inspection agency do for farmers and feedyards?" The flyer will be adaptable to needs of all FGIS regions...will go to farm organizations, extension agents, 4-H and FFA leaders, grain and feed associations, and news media as appropriate.

...INCLUDING HONORS... Information Specialist Bob Fowler recently was named president of the Arizona County Agents Assn. First we've heard of someone in our field getting such an honor...recently, at least. Hooray for Bob.

...COMMENTS... Then those of you who read Layne Beaty's Farm Broadcasters Letter noted that Frank Jeter, Jr. (SCS Raleigh) presided recently over a panel of four farmers who appraised the information they get from the media...they applauded the pros but deplored reporters who understand little about agriculture...too many of the latter, too few of the former.

...SADNESS... We were saddened to learn of the death of Elvin Powell, Univ. of Nev. Elvin was a native of Nebraska, a grad of the U. of Wyo., and had been at Reno for 14 years.

...SOME FINDINGS... A week or so ago, Helen Scott, Texas A&M, sent us a copy of her PhD abstract (well, maybe it was and maybe it wasn't!). At any rate, we got a bulletin she issued called "The Development and Administration of a System for the Dissemination of Scientific and Technical Information." It contains an abstract.

One of her findings was that the Texas system of sending out research publication abstracts or briefs is readily acceptable to most people. (Betcha she'll send you a copy of her paper if you'll write her at A&M, College Station 77843.)

...NEWS ABOUT PHIL AND BAY... Two familiar names popped up in a recent SEA-CR (that's Science and Education Administration's Cooperative Research) administrative letter which some of you may not have seen: Phil Tichenor, one time info. man for Minn. U., is now editor of Rural Life, a journal published quarterly on social issues and problems of development in rural areas. Phil operates out of the U. of Minn. Dept. of Rural Sociology.

And we noted Ovid Bay as the guy to write to for copies of five regional reports or a national summary of regional small farms conferences. Bay is with SEA-Extension, Room 5402-S, USDA, Washington 20250.

...WIS'S RESEARCH... Claron Burnett, U. of Wis., flagged our attention to descriptions prepared by John Fett, also of Wis., of masters' and doctoral theses. "Inside..." counted 24 having to do with masters' degrees and one doctoral thesis...although six of the former may have been faculty research. In most cases, abstracts are available by writing to the Dept. of Ag. Journalism, U. of Wis., and it usually can provide a loan copy if you want to read a complete thesis. Topics range from using pictures in technical information...to

listener interest...to the role of information in infant feeding. Sorry we can't list them all.

.AND CORNELL'S  
VIS/ION

Vic Stephen, Cornell, shipped us a new version of VIS/ION, his newsletter on equipment, materials, and techniques for visual instruction, recently redesigned and now handled by Jim Griffith. Intentions are to publish hereafter...it's 10 years old now... on an irregular schedule.

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JOB IN ROME?

United Nations (UN) Food and Agriculture Organization (FAO) in Rome is advertising for a 3-year appointment for Chief of the Press Section in its Information Division, Department of General Affairs and Information.

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The job's in Rome, pays a net after-tax salary of \$25,187 to \$33,107, with paid travel and shipment of household goods, installation allowance, educational grants for offspring, 30 days' annual leave, and home leave every 2 years.

Further information and application forms can be obtained from Max Witcher of USDA's Office of International Cooperation and Development (202) 447-6345. (Sorry folks, "Inside..." saw the opening first!)

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LM FOR PREVIEW

Some of you may want to preview a new film, "Crisis in Yankee Agriculture," made for the Mass. Dept. of Food and Ag. to draw attention to the problems of farmers operating in densely populated, urbanized areas. It's 28-min., 16mm...available for preview and review screenings. If interested write or call Peter Feinstein, 36 Shepard St., Cambridge, Mass., (617) 491-1743.

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COMER TO FmHA...

In Washington, Marlyn Aycock recently joined the Farmers Home Administration (FmHA) information staff. He has worked for the Richmond Times-Dispatch, Louisville Courier-Journal, UPI, and U.S. News and World Report.

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OOPS AGAIN

Whenever "Inside..." wants feedback, it makes mistakes (well...we may just be poor reporters). Kent Miller, Economics, Statistics, and Cooperatives Service (ESCS), tells us we should have mentioned that Gerry Schumacher handled the Farmers' Newsletters series for most of their first year of publication and since November the obligation of preparing text and meeting deadlines has been Diane Decker's.

\* \* \*

NKS, GEORGE

While we've picked on GPA's press division a bit now and then, we're happy to report a real first. George Holcomb, who works on feature articles, was astonished recently to receive thanks for rewriting an article. He told Don Kendall of AP that the thanks were the first in 12 years work! Kendall retorted: "That just shows you're getting soft with your editing." (Incidentally, George also is now on detail, part-time, to SEA information.)